

Per California Code of Regulations, title 2, section 548.5, the following information will be posted to CalHR's Career Executive Assignment Action Proposals website for 30 calendar days when departments propose new CEA concepts or major revisions to existing CEA concepts. Presence of the department-submitted CEA Action Proposal information on CalHR's website does not indicate CalHR support for the proposal.

A. GENERAL INFORMATION

1. Date

2020-07-15

2. Department

Governor's Office of Business and Economic Development (GO-Biz)

3. Organizational Placement (Division/Branch/Office Name)

External Affairs/California Infrastructure and Economic Development Bank (IBank)

4. CEA Position Title

Deputy Director of External Affairs

5. Summary of proposed position description and how it relates to the program's mission or purpose.
(2-3 sentences)

IBank (a GO-Biz Program) provides loans, bonds, and credit enhancements to State and local governmental entities, conduit borrowers, and small businesses. The Deputy Director of External Affairs (CEA, Level A) is responsible for the development and implementation (as directed by the Executive Director and the Chief Deputy Director) of IBank's marketing and communication plans, including related policies, procedures, and directives. Further, the Deputy Director of External Affairs will ensure that public officials and stakeholders are fully informed of the policies, procedures, and financing programs of IBank.

6. Reports to: (Class Title/Level)

Executive Director/Governor Appointee

7. Relationship with Department Director (Select one)

- ☒ Member of department's Executive Management Team, and has frequent contact with director on a wide range of department-wide issues.
- ☐ Not a member of department's Executive Management Team but has frequent contact with the Executive Management Team on policy issues.

(Explain):

Director of External Affairs (CEA, Level A) position reports to the California Infrastructure and Economic Development Bank (IBank) Executive Director, but also provides consultation and recommendations to the IBank Chief Deputy Executive Director, the IBank Executive Committee, the IBank Investment Advisory Committee, and the IBank Board. IBank is a program within Governor's Office of Business and Economic Development (GO-Biz).

8. Organizational Level (Select one)

☐ 1st ☐ 2nd ☒ 3rd ☐ 4th ☐ 5th (mega departments only - 17,001+ allocated positions)

B. SUMMARY OF REQUEST

9. What are the duties and responsibilities of the CEA position? Be specific and provide examples.

The Deputy Director of External Affairs will serve under the direction of the Executive Director and develops, organizes, directs, evaluates, and coordinates a comprehensive communication, marketing and outreach effort to inform the public, municipalities and other State and local agencies of the programs, activities and objectives of the California Infrastructure and Economic Development Bank (IBank).

The Deputy Director of External Affairs provides guidance, policy formulation, and direction related to public relations, intergovernmental relations, consumer education/protection and community outreach related issues and provides advice and consultation to the Executive Director, Chief Deputy Executive Director and Executive Committee (Executive Staff) on the public relations that may impact of IBank programs and policies. The CEA ensures program areas reflect the policies, goals and objectives of IBank by preparing communication strategies for government agencies (federal, state and local), financial, trade, and business communities for the purpose of identifying and developing major issues for the attention and consideration of the IBank Executive Director, the Chief Deputy Executive Director, and Executive Committee (Executive Staff) of IBank.

The Deputy Director of External Affairs develops, plans, writes, edits, and oversees distribution of press releases and other informational documents; stays informed of important IBank developments that result in press coverage; schedules meetings and speaking engagements for the Executive Director, Chief Deputy Executive Director and Executive Committee (Executive Staff) members. The CEA arranges and coordinates press interviews and other public speaking opportunities; prepares talking points, writes speeches and develops presentations. The Deputy Director of External Affairs prepares Executive Staff for interviews including providing advice on IBank news media interactions to ensure that IBank maintains a positive public image and serves as the principal adviser to the Executive Director, Chief Deputy Executive Director, and Executive Staff on relations with the media, including the development of strategies to enhance press relations.

The Deputy Director of External Affairs coordinates with the Governor's Office to provide speakers, staff and information related to various economic issues; coordinates with financial institutions, state and federal regulatory agencies, federal, state, and local government and community groups to provide information to the public related to financial services.

The Deputy Director of External Affairs serves as the principal liaison with the Governor's Office of Business and Economic Development (GO-Biz) to coordinate IBank, GO-Biz, and Administration policy and public positions and to arrange media briefings relating to IBank, GO-Biz, and Administration activities. The position coordinates with IBank management Executive Staff to ensure that the public stakeholders are informed of various economic issues by keeping the Executive Director, Chief Deputy Executive Director, and Executive Staff well informed of news media developments that may affect the responsibilities and abilities of the Executive Director, Chief Deputy Executive Director and IBank's mission and vision statement.

The Deputy Director of External Affairs plans, develops, coordinates, and evaluates internal and external educational and informational materials related to IBank programs, including IBank's Web-based communications (internet and intranet, social media platforms); produces, reviews, and edits publications and technical documents produced by IBank; promotes the knowledge and use of IBank's services; collects, evaluates, and distributes information from outside sources to IBank staff; establishes and maintains effective working relations with staff, media, financial institutions, stakeholders and other professionals; contacts individuals and members of interested organizations to keep them informed of IBank's activities; interacts with the public, financial institutions and private industry, including community-based organizations to create a positive public perception of IBank; makes information and materials available to the public/consumer; and serves as IBank Web sites' (internal and external) Content and Design Web-master.

The Deputy Director of External Affairs is responsible for overseeing IBank's education and outreach and IBank's constituencies and stakeholders; works with the Governor's Office and other State agencies on a continuous basis to share and provide information; attends and represents IBank in focus groups, committee meetings, and outreach programs. The Deputy Director of External Affairs receives and analyzes[media, public affairs, and/or external affairs related] legislative summaries and advises the IBank Legal/Legislative Unit, Executive Director, Chief Deputy Executive Director, and Executive Staff of potential impacts to IBank and maintains knowledge and expertise in lending, bond financing, small business loan guarantees and related policy, legislation, and regulatory issues which may affect IBank and its programs.

The Deputy Director of External Affairs will provide strong leadership, planning, and directing the External Affairs unit and personnel, by setting workload priorities, and monitoring production of sensitive and highly visible press releases and public notices.

B. SUMMARY OF REQUEST (continued)

10. How critical is the program's mission or purpose to the department's mission as a whole? Include a description of the degree to which the program is critical to the department's mission.

- ☒ Program is directly related to department's primary mission and is critical to achieving the department's goals.
- ☐ Program is indirectly related to department's primary mission.
- ☐ Program plays a supporting role in achieving department's mission (i.e., budget, personnel, other admin functions).

Description: The Deputy Director of External Affairs is responsible for overseeing IBank's education and outreach and IBank's constituencies and stakeholders; works with the Governor's Office and other State agencies on a continuous basis to share and provide information; attends and represents IBank in focus groups, committee meetings, and outreach programs. The Deputy Director of External Affairs receives and analyzes[media, public affairs, and/or external affairs related] legislative summaries and advises the IBank Legal/Legislative Unit, Executive Director, Chief Deputy Executive Director, and Executive Staff of potential impacts to IBank and maintains knowledge and expertise in lending, bond financing, small business loan guarantees and related policy, legislation, and regulatory issues which may affect IBank and its programs.

The Deputy Director of External Affairs will provide strong leadership, planning, and directing the External Affairs unit and personnel, by setting workload priorities, and monitoring production of sensitive and highly visible press releases and public notices.

B. SUMMARY OF REQUEST (continued)

11. Describe what has changed that makes this request necessary. Explain how the change justifies the current request. Be specific and provide examples.

The Deputy Director of External Affairs was originally appointed under the previous Administration to provide direction in developing, organizing, directing communications, marketing and outreach programs to inform the public, State and local governmental entities and stakeholders of the programs, activities and objectives of IBank. The position was temporary, therefore not authorized through the formal budget process. For the Fiscal Year (FY) 2020-21 Governor's Budget, IBank prepared a Budget Change Proposal (BCP), to formally request the Deputy Director of External Affairs (CEA, Level A) position. The Deputy Director of External Affairs position is currently vacant (as no position and dollars currently exist) and essential duties have been absorbed by the Executive Director and the Chief Deputy Executive Director. Upon approval of the FY 2020-21 BCP, the duties and responsibilities will revert to the Deputy Director of External Affairs and will provide valuable coordination with the Governor's Office to provide speakers, staff and information related to various economic issues; coordinate with financial institutions, state and federal regulatory agencies, State government and community groups. As IBank's workload increases in all areas and programs, the Deputy Director of External Affairs provides valuable information to the public related to financial services; serves as the principal communications liaison to arrange media briefings relating to IBank programs and activities; coordinates with IBank Management to ensure that the public is informed of various economic issues and keeps the Executive Director, the Chief Deputy Executive Director and Executive Staff well informed of news media developments that impact the responsibilities of IBank.

C. ROLE IN POLICY INFLUENCE

12. Provide 3-5 specific examples of policy areas over which the CEA position will be the principle policy maker. Each example should cite a policy that would have an identifiable impact. Include a description of the statewide impact of the assigned program.

The Deputy Director of External Affairs (CEA, Level A) will create and update (as warranted) IBank policies and procedures related to public relations and social media to ensure proper internal controls are in place to provide assurance that IBank objectives will be achieved. One component of internal control is information and communication, which means the quality of vital information used and communicated to achieve our objectives. Another component of internal control covers the establishment of policies and procedures to mitigate risks to the Department by ensuring all employees adhere to approved standards.

The Deputy Director of External Affairs will be responsible for website content, social media, publications, preparation of press releases, coordinating speaking engagements, et al. The Deputy Director of External Affairs will ensure that the department website conforms to current State of California agency standards, including ensuring the website is in compliance with Government Code Section 7405 regarding Web Content Accessibility Guidelines.

The Deputy Director of External Affairs will be responsible for the public understanding of the programs administered by IBank and determine the need for further public information, communication, outreach, and education. The Deputy Director of External Affairs will ensure the information and other activities adhere to State regulations and IBank directives. This will also be accomplished by preparing talking points, speeches, and various communication and marketing tools to promote IBank's programs and services to the public, and adhere to approved policies, procedures, and directives.

C. ROLE IN POLICY INFLUENCE (continued)

13. What is the CEA position's scope and nature of decision-making authority?

The Deputy Director of External Affairs (CEA, Level A) will create and update (as warranted) IBank policies and procedures related to public relations and social media to ensure proper internal controls are in place to provide assurance that IBank objectives will be achieved. One component of internal control is information and communication, which means the quality of vital information used and communicated to achieve our objectives. Another component of internal control covers the establishment of policies and procedures to mitigate risks to the Department by ensuring all employees adhere to approved standards.

The Deputy Director of External Affairs will be responsible for website content, social media, publications, preparation of press releases, coordinating speaking engagements, et al. The Deputy Director of External Affairs will ensure that the department website conforms to current State of California agency standards, including ensuring the website is in compliance with Government Code Section 7405 regarding Web Content Accessibility Guidelines.

The Deputy Director of External Affairs will be responsible for the public understanding of the programs administered by IBank and determine the need for further public information, communication, outreach, and education. The Deputy Director of External Affairs will ensure the information and other activities adhere to State regulations and IBank directives. This will also be accomplished by preparing talking points, speeches, and various communication and marketing tools to promote IBank's programs and services to the public, and adhere to approved policies, procedures, and directives.

14. Will the CEA position be developing and implementing new policy, or interpreting and implementing existing policy? How?

The Deputy Director of External Affairs (CEA, Level A) will be responsible for developing and implementing new communication strategies as communications methods evolve. This position will handle all media related items, including press releases, and preparing talking points for various presentations given by IBank staff. The Deputy Director of External Affairs will recommend, formulate, and implement communication plans to ensure current and future programs convey accurate information, maintain a positive image for IBank, and also represent the public. The Deputy Director of External Affairs will develop and implement internal and external marketing and communication plans, and policies as the Federal and State regulations and requirements evolve. The Deputy Director of External Affairs will also interpret, implement, and modify existing policy by constantly reviewing existing policies. As part of this CEA's role as public information officer, the Deputy Director of External Affairs will support IBank's mission of financing public infrastructure by issuing press releases and responding to inquiries from the media and the public. This Deputy Director of External Affairs will coordinate media coverage and releases related to Board actions, workshops, seminars, and forums. This Deputy Director of External Affairs position may deliver speeches on behalf of IBank and may attend conferences, workshops, hearings, etc. to provide information to stakeholders, public officials and media outlets.